

Specialized Media  
741 Kenilworth Ave  
Suite 204  
Charlotte NC 28204

Dillion/ R/ Crt Of Appis/ Newby/ Np/ Supreme  
Submission Number 4012 Issue 1



WNCN-TV  
1205 Front St.  
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	Dillion/ R/ Crt Of Appis/ Newby/ Np/ Supreme	Submission Cost:	6680	Campaign Ref:	BJW12091407
Buyer:	...	Client/Product/Estimate:	. / 1541	Sales Rep:	WNCN Political
Schedule Dates:	10/15/12 to 11/11/12	Weeks:	4	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Dillion/ R/ Crt Of Appis/ Newby/ Np/ Supreme	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/15/10	/22	10/29/11	/05	Total	Cost
1	M-F 7a Today Show MTWTFSS Isolations: W/C 10/22 MTWTF.., W/C 10/29 MTWTF..	03	650	15/15 Comme	Nbr of Spots		1	1		2	1300
2	M-F 7a Today Show .TWTF..	03	650	15/15 Comme	Nbr of Spots	1				1	650
3	M-F 7a Today Show M.....	03	650	15/15 Comme	Nbr of Spots				1	1	650
4	M-F 6p News MTWTFSS Isolations: W/C 10/22 MTWTF.., W/C 10/29 MTWTF..	01	680	15/15 Comme	Nbr of Spots		2	2		4	2720
5	M-F 6p News .TWTF..	01	680	15/15 Comme	Nbr of Spots	1				1	680
6	M-F 6p News M.....	01	680	15/15 Comme	Nbr of Spots				1	1	680
Weekly Totals: Total Spots(Ord Spots)						2	3	3	2	10	
Grand Totals											



# New Order

<b>Media:</b> TV	<b>Market:</b> Raleigh-Durham	<b>Vendor:</b> WNCN-TV	<b>Billing To:</b> Specialized Media Services
<b>Client:</b> Dillon / Newby	<b>Demo:</b> Adults 35+		741 Kenilworth Ave
<b>Product:</b> CANDIDATE	<b>Separation:</b> 30		Charlotte, NC 28204
<b>Estimate:</b> 1541	<b>Flight Start:</b> 10/15/12	<b>AE:</b> Joe DeNoia	
<b>Description:</b> DILLION/NEWBY RALEIGH	<b>Flight End:</b> 11/11/12	<b>Phone:</b>	<b>Phone:</b> 704-333-3111
<b>Version:</b> 1	<b>Survey:</b> DMA/Nielsen	<b>Fax:</b>	<b>Fax:</b>
<b>Comments:</b> Checks will be sent out Fedex tomorrow. Thanks    Checks will arrive via FedEx tomorrow. Thanks		<b>Order Number:</b> 982665	

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	10/15	10/22	10/29	11/5	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 7:00A-9:00A (TODAY SHW<)	EM	\$650.00	C 30	0	1	1	0	2	1.6	\$406.25
Comments: BOOKEND 15											
2	TuWThF 7:00A-9:00A (TODAY SHW)	EM	\$650.00	C 30	1	0	0	0	1	1.6	\$406.25
Comments: BOOKEND 15											
3	M 7:00A-9:00A (TODAYSHW)	EM	\$650.00	C 30	0	0	0	1	1	1.6	\$406.25
Comments: BOOKEND 15											
4	MTuWThF 6:00P-6:30P (NBC-17 NEWS-6<)	EN	\$680.00	C 30	0	2	2	0	4	1.6	\$425.00
Comments: BOOKEND 15											
5	TuWThF 6:00P-6:30P (NBC-17 NEWS-6)	EN	\$680.00	C 30	1	0	0	0	1	1.4	\$485.71
Comments: BOOKEND 15											
6	M 6:00P-6:30P (NBC-17 NEWS-6)	EN	\$680.00	C 30	0	0	0	1	1	2.3	\$295.65
Comments: BOOKEND 15											
<b>Total Spots:</b>									10		
<b>Total GRP/GIMP(000):</b>										16.5	
<b>Month</b>	<b>Cash\$-Spots</b>	<b>Trade\$-Spots</b>	<b>Total\$-Spots</b>								
10/2012	\$3,340.00 - 5	\$0.00 - 0	\$3,340.00 - 5								
11/2012	\$3,340.00 - 5	\$0.00 - 0	\$3,340.00 - 5								
<b>Total Gross Cost:</b>											
<b>Total Net Cost:</b>											

## Disclaimer:

Client authorizes Specialized Media Services, Inc. to purchase advertising space and / or time on it's behalf. Client is solely liable for schedules purchased on it's behalf, as agreed upon with the Agency.

This contract is subject to Specialized Media Services, Inc. terms and conditions, which can be found on the SMS website, or can be requested from your SMS buyer. \*Stations must include the Estimate number on all invoices, in order to be paid. \* Late Runs and MGs must be sent and approved through AE Inbox, prior to invoices being received, in order for those spots to be paid for. (If you need instructions for approving MGs through the AEInbox, please contact Miranda @ 704-333-3111)

BSU0120911407

**Total Gross CPP:** \$404.85  
**Total Net CPP:** \$344.12

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ ☐ FEDERAL CANDIDATE ☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <div style="text-align: center; font-size: 1.5em; font-family: cursive;">WNCN</div>	<b>Date:</b> <div style="text-align: center; font-size: 1.5em; font-family: cursive;">9-7-12</div>
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I, Specialized Media Services, Inc.,  
 being/on behalf of: Paul Newby, a legally  
 qualified candidate of the ☒ (unaffiliated) political  
 party for the office of: NC Supreme Court  
 in the General Election  
 election to be held on: Nov 6th 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<div style="font-size: 1.2em; font-family: cursive;">                     .....See Attached.....                      Shared with Dillon                      Est 1541                 </div>					

<b>Total Charges:</b> <u>2839<sup>00</sup></u>	Net \$\$	<u>9919</u>	Ck #
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:



Kyle Tucker

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:



Kyle Tucker

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8/21/12

Date



Kyle Tucker, Treasurer

Signature

**To Be Signed By Station Representative**



Accepted



Accepted in Part



Rejected

Signature

Printed Name

Title

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <span style="font-size: 1.5em; margin-left: 100px;">WNCN</span>	<b>Date:</b> <span style="font-size: 1.5em; margin-left: 10px;">9-7-12</span>
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I, Specialized Media Services, Inc.,

being/on behalf of: Chris Dillon, a legally

qualified candidate of the ☒ Republican political

party for the office of: NC Court of Appeals

in the General Election

election to be held on: Nov 6th 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<div style="text-align: center;"> <p>See Attached</p> <p style="font-size: 1.5em; margin: 0;">Shared with Newby</p> <p style="font-size: 1.5em; margin: 0;">Est 1541</p> </div>					

<b>Total Charges:</b>	<span style="font-size: 1.5em; margin-left: 20px;">2839<sup>00</sup></span> (Net \$\$)	<span style="font-size: 1.5em; margin-left: 20px;">9819</span> ck #
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

☒ Dillon For Judge

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

☒ David Boyce

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/6/2012 ☒ [Signature]  
Date Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title